GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:3492
ANSWERED ON:19.08.2003
PROMOTION OF KHADI AND HAND-MADE PRODUCTS
AMBATI BRAHMANAIAH

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether it is a fact the KVIC has explored any possibility tointroduce Khadi and hand-made products in various educational Institutions in the country;

(b) if so, the details thereof;

(c) whether it is a fact that students in Educational Institutions have been totally left out of the marketing plans of KVIC;

(d) if so, the reasons therefor;

(e) whether any effort is likely to be made by the Government to set up sales points at all schools, colleges and universities so as to encourage khadi use; and

(f) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANJAY PRIYA GAUTAM)

(a): Yes, Sir.

(b): The Khadi and Village Industries Commission (KVIC) hasparticipated in 4 exhibitions in the colleges at Mumbai and also at IIT, Delhi and Mumbai. Further, the KVIC conducted awarenessprogrammes, people`s education programme, essay and debate competitions in colleges and technical institutions. KVIC has also requested the State Governments to introduce Khadi and Polyvastra based products as school uniforms.

(c): No, Sir.

(d): Does not arise.

(e) & (f): KVIC has already taken up a programme for developing designs of Khadi which will produce latest /modern designs in Khadi with the help of Qualified designers trained in NID, NIFTengaged for the purpose. A Mission Khadi is also being taken up to convert the Khadi fabric into ready-made garments of latest designs which will be mainly for youth. The KIVC is extending tohelp schools and colleges having consumer stores, to market Khadi and Hand made products.